

Assessing the Impact of Advertisement on Brand Preference of Beer Products: In Case of Adama City, Ethiopia

Gosa Lema

Adigrat University, College of Business and Economics
 Department of Management, PO Box: 50, Adigrat, Tigray, Ethiopia

Abstract

Measuring the impact of advertisement in consumers brand preference is very essential for every marketer. Advertisement does not create any positive change in consumers' brand preference; all resources such as money, time, and effort spent on advertisement will go in vain. The study aims to explore the impact of advertisement on consumers brand preference in the beer brand market in Adama city. The structured questionnaires were used to collect primary data from 384 respondents, out of which 346 valid questionnaires were collected and analyzed. These respondents were selected by using stratified probability sampling method. The data were analyzed using descriptive statistics (frequency, percentage) and inferential statistics like correlation and multiple regressions. The finding revealed that there are positive and significant relationships between advertising media, source of advertisement, characteristics of advertising messages and brand preference of beer. Even though it has high influence in overall view, among advertising media TV is the most influential media in brand preference of beer in Adama city context. Eventually, this study recommends appropriate actions for companies in refining their advertising strategies as a means of overcoming the intense competition that exist in the market, therefore, they can increase their sales volume and market share.

Keywords: Advertisement, brand preference, source of advertising, advertising Media, characteristics of advertising message.

1. Introduction

The objective of marketer's principal is to reach their target group and make more than a single sale. However, consumers almost always approach the marketplace with a well-established set of tastes and preferences (Hoyer & Brown, 1990). This makes it difficult for new products to position between the already flooded market demands and this challenge is enhanced by traditional marketing communication (Meenaghan, 1983).

In addition, global and emerging markets business war is not only on price and quality but customer attraction, loyalty and relationship matters a lot through advertising (Arenas et.al, 1996). According to (Igbal, 2013) advertising is a part of our everyday life. It is all around us. In business environment marketers' main objectives are getting new consumers and retaining the existing one to increase their market share and sales volume Vivekananthan, (2010). According to, (Reicheld & Sasser, 1990), the cost of getting new customers is five times greater than the cost of retaining the current customer. The importance of sales on business survival and the connection between customers and sales is expedient for organizations to engage in programs that can influence consumers' decision to purchase its products. As a promotional strategy, advertising serves as a major tool in creating product awareness and condition the mind of a potential consumer to take eventual purchase decision (Kotler,P., Keller,K.L, & Koshy,A.,2009).

Various previous studies focused on different factors that affect consumers brand preference. For instance, Yang et al. (2007) used one factor which is social reference group and some others used two factors such as Singh et al.(2012) used that celebrity endorsement and type of advertising media, Adeole et al.(2005) used that types of advertising media and Age of consumers, as the two factors for the study purpose. Furthermore Vivekananthan (2010) used those three factors such as information, communication, and comprehension. Whereas, Tendon (2011) used that four factors such as source of awareness (advertising& sales promotion), Age, Gender, and Education. Gezachew (2012) also used that four factors such as features of advertisement, contents of advertising message, types of advertising media and reference group influence. As the above literatures written by different scholars indicates, studies which were conducted on the impact of advertisement on consumers brand preference by taking two factors; however, some studies were conducted by taking three and four factors or variables. Each study used that only specific factors; they may not comprise all factors that exactly indicate the impact of advertisement on consumers brand preference.

2. Review of Related Literature

2.1 The Origin and Evolution of Advertising

According to Tolani (2012), the first advertisement may have been a sign painted on a wall of a building. Over a century ago, Harper's Weekly commented that advertisements were "a true mirror of life, a sort of fossil history from which the future chronicler, if all other historical monuments were to be lost, might fully and graphically rewrite the history of our time (Pope, 2013)

Effective communication through advertisement leads the consumers toward the purchasing of brand (Belch and Belch, 2001). Kotler, Keller, and Koshy (2009), stated that, advertising is the best known and most widely discussed form of promotion because of persuasiveness; it can create brand images and instill preferences among consumers.

2.2 Importance of Advertising

According to Agrawal (2012), advertising is stated as is a relatively low-cost method of conveying selling messages to numerous prospective customers; it can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. Advertising has become increasingly important to business enterprises both large and small and important factor in the campaigns to achieve such societal-oriented objectives. Advertising assumes real economic importance too (Belch,G., and Belch,M., 2001).

According to David et al.(2009), advertisement do have various objectives these include need recognition, identifying buyers, brand building, evaluations of alternatives , exposure, awareness, attitude change, profit, decision to purchase, and customer retention. Advertising plays a vital role in marketing consumers' purchasing decision. Some of them are, to introduce new product: one of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness.

2.3 Advertising and Brand Preference

According to Macrae (1994), "Brand benchmarking applied to global branding processes" consumer buyers almost always approach the marketplace with a well-established set of tastes and preferences. While direct competitors strive to outdo one another to winning greater brand preference and loyalty, there is also rivalry between producers and marketers in very different industries, promoting very different kinds of goods and services (Knox, 1997). Almost every one grows up in the world which is flooded with the mass media (Latif and Abideen, 2011).

Consumer tastes and preferences for a product or brand might be built through one or more of the following distinct modes. Need association: the product or brand is linked to one need through repeated association. Mood association: the mood is attached to the product or brand through repeated association. Subconscious motivation: suggestive symbols are used to excite consumers' subconscious motives. Behavior modification: consumers are conditioned to buy the brand by manipulating cues and rewards. Cognitive processing: perceptual and cognitive barriers are penetrated to create favorable attitudes, and finally model emulation: idealized social lifestyle models are presented for consumers to emulate (Katke, 2007).

Brand image and advertisement play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people's buying behaviors and advertisement is behaving as a driving force for any business as it's an effective source to convey message and stay in customer's mind Iqbal (2013).

2.4 Advertising and Consumer behavior

According to George et al. (2001), consumer behavior is the "process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires". Sometimes the purchases are a long detailed process; that includes extensive information search, comparisons and evaluation. Sometimes they are incidental and impulsive, a prominently displayed discount price or offers in a store may result in impulsive purchase. Marketers need to know the specific needs, consumers are attempting to satisfy and how that translates into purchase. They need to understand how they access information regarding various brands and how they differentiate between various brands.

Information search is one part of the decision making process, consumers search for information to make decisions, the source of information can be internal (past outcome stored in memory) or external (peers, advertising, marketing display media). The process of how an individual receives, selects, organizes and interprets information to create a meaningful picture of the world is known as perception. The perception process involves selective exposure, selective attention, selective comprehension and selective retention. Thus the of advertising campaign can certainly affect the perception process (Belch and Belch, 2001).

2.5 Advertising Media

According to Kotler and Armstrong (2008), advertising media is the vehicle through which advertising messages are delivered to their intended audiences. As advertising becomes more important for businesses, larger companies are able to spend more and more on sophisticated ways to make us buy their products. Advertisers also exert direct and indirect influence on the media companies and their content in order to foster moods and cultures where consumers are more likely to buy their products. As a consequence, dumping down of content is

not uncommon.

2.5.1 Electronic Media

Electronic media means broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity digital encoding of information. The term 'electronic media' is often used in contrast with print media (Belch et al. 2007).

2.5.2 Television Advertising

Television advertising is a relatively recent development in the field of advertising media and its impact has been enormous. In terms of expenditure, television is second only to the press as a whole, and its growth in recent years has consistently exceeded that of all other media. The importance of the medium is reflected in the publication of books devoted solely to the subject of commercial television (King, 1991). According to Belch et al. (2007), television is the ideal advertising medium. Its ability to combine visual images, sound, motion, and color presents the advertiser with the opportunity to develop the most creative and imaginative appeals of any medium.

2.5.3 Radio Advertising

According to Belch and Belch (2003), as compared to other advertising medium, radio advertising has many advantages over other media, including cost and efficiency, selectivity, flexibility, mental imagery, and integrated marketing opportunities. Cost and efficiency is one of the main strengths of radio as an advertising medium is its low cost. Radio commercials are very inexpensive to produce. They require only a script of the commercial to be read by the radio announcer or a copy of a prerecorded message that can be broadcast by the station.

Radio has become a popular way to reach specific non-English-speaking ethnic markets. Radio is probably the most flexible of all the advertising media because it has a very short closing period, which means advertisers can change their message almost up to the time it goes on the air. Radio commercials can usually be produced and scheduled on very short notice (Belch and Belch, 2003).

2.5.4 Internet Advertising

The Internet is used by online and offline companies to promote products or services. Paid search placements, also known as cost-per-click advertising, is where you bid a certain amount to present your link and text message to users of search engines like Google and Yahoo. Benefits of internet advertising are; relatively cost effective; advertising can target specific types of viewers by positioning an ad banner on related web sites. Messages can be timely because editing the content is often easy and instantaneous (Bergh et al., 1999).

2.6 Sources of Advertising

According to source of advertising are groups that people refer to when evaluating their own qualities, circumstances, attitudes, values and behaviors. Sociologists call any group that individuals use as a standard for evaluating themselves and their own behavior as a reference group. Source of advertising act as a frame of reference to which people always refer to evaluate their achievements, their role performance, aspirations and ambitions. A source of advertisement can be either from a membership group or non-membership group; it can also be referred as reference group (Thompson, 2005).

2.7 Celebrity and Expert

Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics that are observed and celebrities generally differ from the social norm and enjoy a high degree of public awareness. As companies invest large sums of money in celebrity endorsement contracts, any celebrity endorsement relationship must contribute to larger marketing strategies (Erdogan and Kitchen, 1998). Accordingly, campaigns involving celebrities are believed to bring more positive results if they are properly integrated than traditional non-integrated campaigns (Bertrand and Todd, 1992; Rogers, 1997).

According to a celebrity endorser is "any individual who uses his or her public recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 2001). Accordingly, it has been confirmed by scholars and marketers that celebrity endorsement is a very effective marketing tool, as celebrities have considerable influence on consumers' attitudes and purchase intentions (Hsu et al., 2002).

2.8 Review of Empirical Literature

Michael (2012) had conducted a study on the Impact of Media on Consumers' Brand Preference" A Study on Carbonated Beverage Market with Reference to Coca-Cola. The finding shows that brand preference exists in the carbonated beverage Market and the media efforts affect consumer preferences and their brand choice. The research conducted by taking three main variables, namely Information, communication, and comprehension. This research revealed that the variable information has high influence in advertisement in consumers brand

preference. Here the variable information is measured by three dimensions; they are attractiveness, attention, and awareness. These three dimensions account for about 56% of respondents that are highly influenced by information in advertisement (Vivekananthan, 2010).

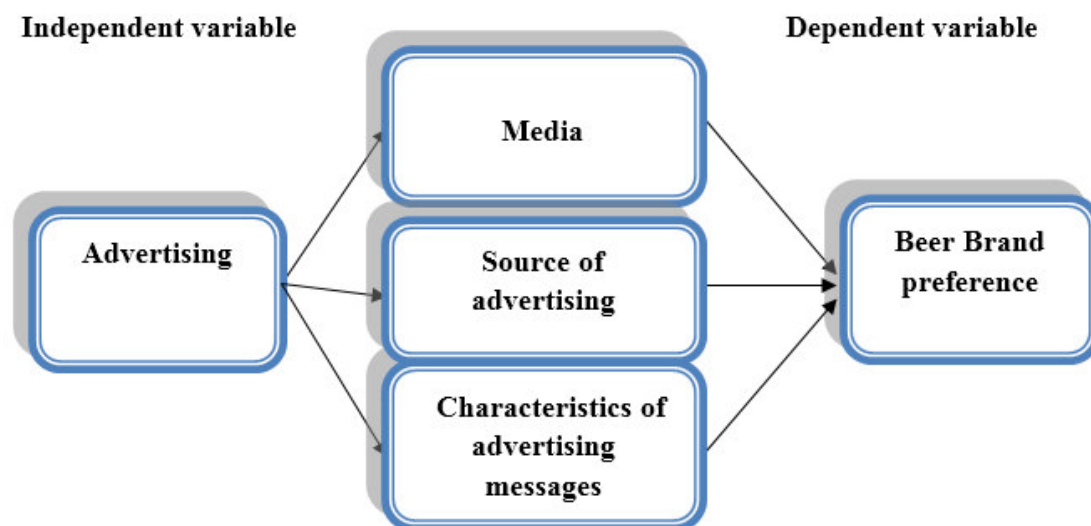
Adeole et al. (2005) examined that the impact of advertisement on consumers brand preference in different areas, the results showed that from five different media used in advertising Bournivita and how consumers viewed them in order of preference, for most consumers their preference is television advertising while newspaper and magazine shared 4.44% each and similarly Gezachew (2012) conducted with same topic with reference to electronics product and found that from advertising media perspective television advertising is the most preferred by consumers to have awareness. To convey advertising message experts, celebrities, and common man were preferred by consumers to get reliable information of the brand. Chandrima (2009) had conducted the research on "The impact of electronic and print media on consumers brand preference." Customers prefer television in comparison to other media since they get both the audio and visual effects. This also proved that customer's rely on advertisements shown in media.

Tendon (2011) assessed that the "Impact of advertising on the brand preference of tea." variables of the study are advertising, sales promotion, they are source of awareness and income, age, gender, and education are also independent variables. The study revealed with the perspective of source of awareness of tea brand, advertising accounts for 72.4% of the respondents while 2.2% respondents feel that sales promotion schemes create awareness of the brands. In the side of parameters for the parameters of tea brand, 63.8% of respondents considered quality of the product (tea) as the most important parameter and only 12.9% of respondents considered advertising as the most important reason for the preference of tea. Again the study revealed that age, income, and education have great impact on the brand preference of tea whereas gender has no impact on the brand preference of consumers.

2.9 Conceptual frame work

The following conceptual frame work is developed for this study. In developing the conceptual model, the concepts were taken from various conceptual frame works developed by different researchers. Types of advertising media is adopted from Adeolu (2005), Singh et al.; Michael (2012), and Chandrima (2009). Source of advertising is also adopted from Gezachew (2012) and Yang et al. (2007). Finally, Characteristics of advertising messages is adopted from Vivekananthan (2010), Haghirian and Madlberger (2005) and Ling (2010) by modifying factors; communication, informative, comprehension, hedonic/pleasure, and credibility of advertisement. The frame work shows that the independent variables such as media, source of advertising, and characteristics of advertising messages and brand preference as dependent variable.

Figure 1. Conceptual frame work of the research



Source: Adopted from (Adeolu, Haghirian, and Madlberger, 2005; Gezachew, Singh et al., and Michael, 2012) and (Chandrima, 2009; Vivekananthan, 2010).

3. Research Methodology

This study used descriptive research design to describe the existing impact of advertisement on consumers brand preference with reference to beer products. Both primary and secondary data sources were used. The primary data were collected through questionnaires and semi-structured interview questions interview from the consumers of beer, businessmen, traders, employees and others dwelling in Adama city who are consumers of

beer products aged above 18, who frequently visit hotels, restaurants and groceries in all sub-cities. On the other hand Secondary data were collected from books, journals, articles, research papers and internet sources. Since the number of target population is large, the formula suitable for this study to get the sample size is found by using the Malhotra (2011) determination formula. Minimum required sample size for this study is 348. From each sub cities sample size selected proportionally. For the interview only two (2) managers and four (4) sales persons will be selected by non-probability purposive sampling technique because interviewing of them needs their willingness and voluntariness.

The data collected from respondents will be analyzed using quantitative and qualitative data analysis techniques. For analysis of data collected the software called Statistical Package for the Social Science (SPSS) version twenty. Descriptive statistical analysis such as frequency and percentage were used to analyze the data that are collected from sample respondents in the survey in relation to their attitudes, knowledge, and opinions toward advertising.

Correlation analysis and causal analysis are some of inferential analysis that will be used in statistics. Correlation analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables. Causal or regression analysis is concerned with the study of how one or more variables affect changes in another variable. It is thus a study of functional relationships existing between two or more variables. This analysis can be termed as regression analysis (Kothari, C.R., 2004). In order to evaluate the impact of advertising on brand preference and the relationship between variables of advertising and brand preference, inferential statistics tools like correlation and multiple regression analysis were used.

4. Findings

A total of 384 sets of questionnaires were distributed to the potential respondents and a total of 346 questionnaires were collected. Out of this, 38 sets of the questionnaires were considered unusable because over 25 percent of the questions in part three of the questionnaires were not answered (Sekaran, 2003). It was assumed that the respondents were either unwilling to cooperate or not serious with the survey. Therefore, only 346 usable sets of collected questionnaires were used for the data analysis. Thereby, the response rate was 90.1 percent.

Based on the survey, the male respondents represented 256 (74%) of the total respondents. The results that were obtained from sales persons and managers through interview revealed that, majority of beer consumers in the area under study were males. This implies that gender difference has influence on consumers brand preference on different brands of beer. Of the total, the majority 167(48.3%) of respondents lies in the age range of 26-35 years, The study indicates that majority of beer consumers in the area under study were in the age range from 26-35 year sold which accounts 48.3%%; that means' young adult consumers were frequent users than other age groups did. Here 236(68.2%) respondents of the total respondents were Degree holders. As shown in the table majority of respondents were first degree holders, and all of the respondents were able to read and write. The study revealed that 213(61.6%) respondents out of the total respondents were single. This implies that majority of respondents who took beer were single.

Table 1. Respondents who rely on advertising

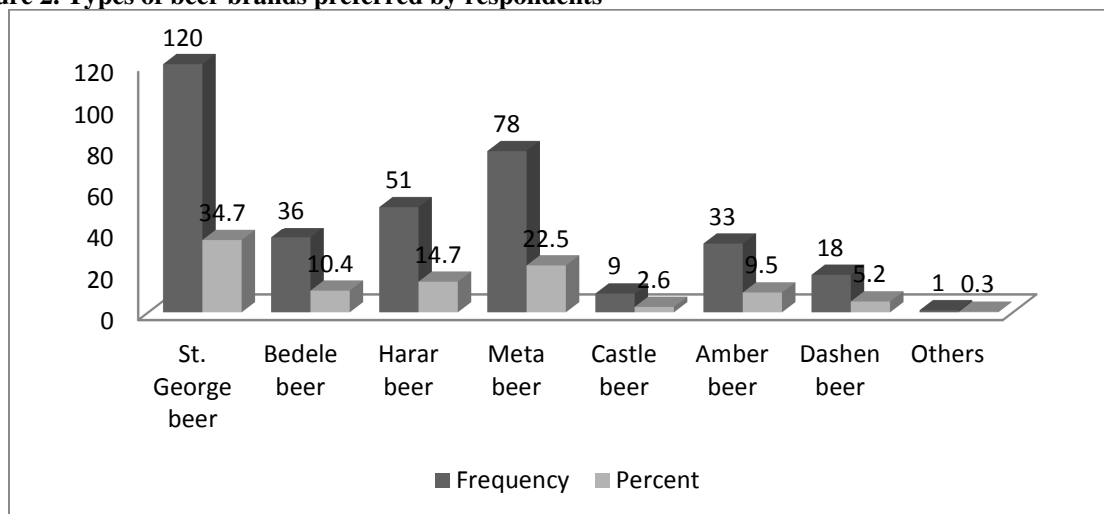
	Response	Frequency	Percent
consumers rely on advertisement to make purchase decision	Yes	236	68.2
	No	81	23.4
	Some times	29	8.4
	Total	346	100.0

Source: own survey, 2016

Table 1 shows the responses of participants about taking advertising in to consideration to make purchase decision. 236 (68.2 percent) respondents took advertising in to consideration to make purchase decision, and 81 (23.4 percent) respondents also replied that they did not rely on advertising to make purchase decision , the rest 29 (8.4 percent) respondents sometimes rely on advertising .This implies that most consumers focus on advertising before making their purchase decision regarding beer products.

Concerning advertising language, the overwhelming respondent 165(47.7%) of respondents preferred mother tang language. Therefore, the mother tang language is the most preferred one by consumers when advertisement is under taken as compared to international language.

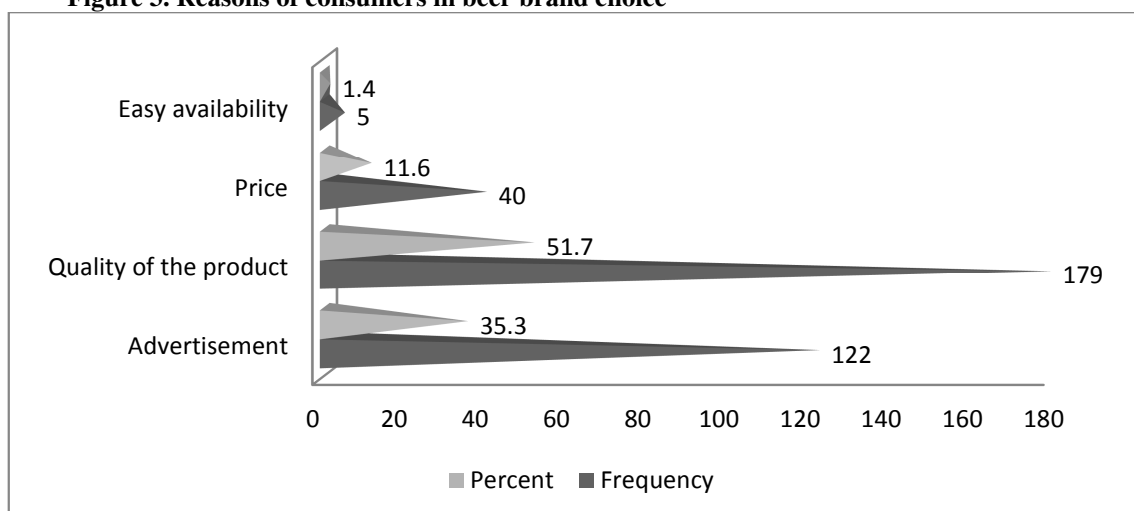
Figure 2. Types of beer brands preferred by respondents



Source: own survey, 2016

In the above figure 2, the study revealed that the most preferred beers by respondents were St. George beer 120(34.7%) of the total, Meta beer 78(22.5%), followed by Harar beer 51(14.7%) respectively. This implied that, St. George, Meta, and Harar beer had relatively higher brand equity and market share. These companies might be practicing integrated marketing communication strategy together with advertising, in order to increase sales volume and market share by maximizing brand equity.

Figure 3. Reasons of consumers in beer brand choice

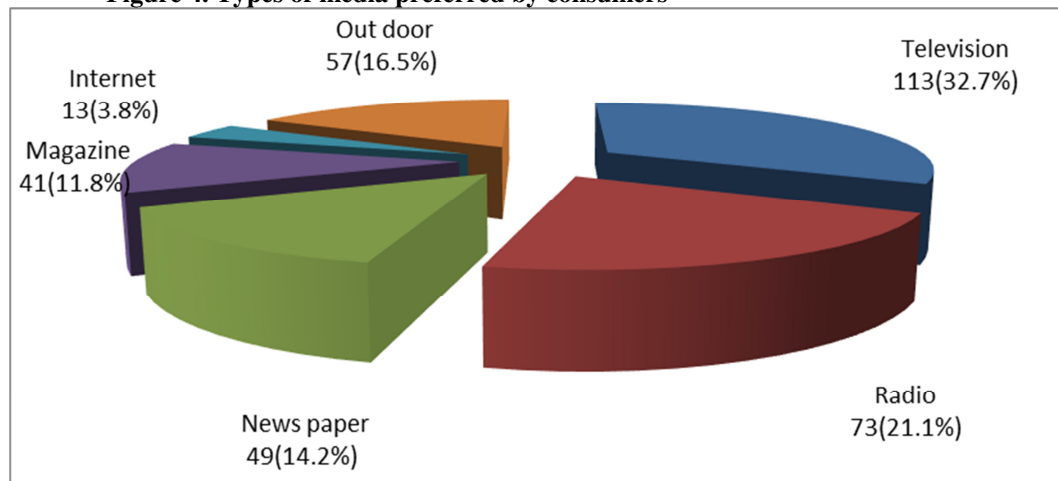


Source: own survey, 2016

Figure 3 shows the reasons of consumers in the choice of beer brands. According to the figure 3, 122 (35.3%) of respondents choose the brand because of advertisement campaign, 179 (51.7%) of the total respondents were preferred the brand (beer) because of its quality. whereas 40(11.6%) of respondents replied due to of fair price, and the rest 4(1.4%) said because of easy availability of the brand in the market. This implies that without any compromise in the quality of beer brand, advertising became mandatory for the success of the company.

The study revealed that there was positive and strong relationship between brand preference and advertising media, because the value of " r "=0.876 and " p "=0.000 which means the correlation was significant at 0.05 significant level (2-tailed). The study was supported by Jain and Sharma (2012). There was also positive and strong relationship between source of advertising and brand preference with " r " value 0.850 and " p " value 0.000. Furthermore, there was strong correlation between characteristics of advertising message and brand preference having " r " value 0.891 and " p " value 0.000. Hence it could be concluded that all independent variables were positively and strongly correlated with brand preference (dependent variable).

Figure 4. Types of media preferred by consumers



Source: own survey, 2016

In the figure 4 results showed that from six different media used in advertising beer brands, most consumers around 113(32.7%) expressed their preference for television advertising while 73(21.1%) of the total respondents expressed their preference for Radio advertising, outdoor advertising accounted for 16.5 % of the total and 57 in number. Newspaper and magazines shared 49(14.2%) and 41(11.8%) respectively. Internet advertising was least preferred type of media, it accounted for only 13 (3.8%) of the total share and it has less exposure for audiences in the area under study. Since television advertising reaches to more audiences has to be practiced more. Despite its high cost television advertisement have the advantage of mass audience, presence and influence, sight, sound and motion and all this contributes to influence customers. The extent literatures such as (Ayanual, A. B., et al.2005; Gezachew,E.; Michael, T. 2012) also supports this finding, they concluded that, among all advertising media, advertising through TV was the most preferred media to others.

4.1 Relationship between advertisement and brand preference

Correlation analysis

The pearson correlation coefficient(r) is used to test if a linear relationship exists between two variables. The correlation coefficient is a statistical measure of the association between two numerical variables (Zikmund, 2003). The value of " r " ranges from +1.0 to -1.0, where a positive " r " value indicates a direct relationship and a negative " r " value represents an inverse relationship between two variables. When " $r=0$ " it implies that there is no relationship between the two variables. When " $r=+1$ " it implies that there is a perfect direct relationship between the variables. When " $r=-1$ " it implies that there is a perfect negative/inverse relationship between the variables. When " r " is in between 0.10-0.29, it implies that variables have weak relationships and when " r " value is in between 0.3-0.49, it implies that the variables have moderate relationship. When " r " value becomes greater or equals to 0.5 it indicates the relationship is strong. The relationship between advertisement (advertising media, source of advertising, and characteristics of advertising message) and brand preference were tested by using a correlation analysis.

Table 2. Correlations between independent variables (advertising media, source of advertising, characteristics of advertising messages) and dependent variable (brand preference)

		Brand preference	Advertising media	Source of advertising	Characteristics of advertising messages
Brand preference	Person correlation	1			
	Sig. (2-tailed)				
Advertising media	N	346			
	Person correlation	.876**	1		
	Sig. (2-tailed)	.000			
Source of advertising	N	346	346		
	Person correlation	.850**	.778**	1	
	Sig. (2-tailed)	.000	.000		
Characteristics of advertising messages	N	346	346	346	
	Person correlation	.891**	.810**	.777**	1
	Sig. (2-tailed)	.000	.000	.000	

Source: own survey, 2016

** . Correlation is significant at the 0.01 level (2-tailed).

4.2 Regression analysis

Multiple regression analysis

Multiple regression analysis is defined as “a statistical technique which analyzes the linear relationships between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line” (Hair et al., 2004). Seven hypotheses were tested using multiple regression analysis, because the correlation table 4.3 shows only the relationship between the variables, but it does not show the exact percentage changes of the dependent and independent variables and the strength and degree of the relationship between variables.

Table 3. Result of regression analysis of components of advertisement

Coefficients

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.191	.092		-2.075	.039
Advertising media	.361	.037	.330	9.831	.000
Source of ad message	.259	.030	.273	8.715	.000
Characteristics of ad message	.450	.037	.412	12.261	.000

a. Dependent Variable: brand preference

Source: own survey, 2016

Table3 reveals the result of multiple regression analysis between dependent variable (brand preference) and independent variables (Advertising media, characteristics of ad messages, and source of ad message). As shown in the table, the study revealed that all independent variables have significant level below 0.05 ($p < 0.05$). Also beta values which mean individual independent variables influence on dependent variable result indicated that has the strong influence on with beta value 0.412. It explains that 41.2% variation in Consumer brand preference cause due to characteristics of advertising Messages, which is significant at 0.000. Therefore, the study concluded that source of ad message is positively related to consumers brand preference. Different studies also suggests that they positively influence consumers brand preference (Gezachew, Malik, Jainand, and Sharma, 2012); (Ghafoor, et al., 2013).

Based on the result similarly advertising media and source of ad message have strong influence on brand preference, with beta value 0.330 and 0.273 respectively, which is significant at 0.000. That means, they have impact on consumers brand preferences of beer products. Results of different literatures also suggests that, source of ad messages positively influence consumers brand preference (Yang et al., 2007; Bearden, and Michael, 2001). Thus, the finding from the current study is supported by the extant literature. Besides, the result of table 3 revealed that all variables of advertisement had equal impact or contribution on consumers brand preference.

Table 4. Result of regression analysis for advertising media Coefficients

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.185	.119		1.553	.121
Television	.341	.046	.357	7.332	.000
Radio	.239	.033	.262	7.356	.000
Internet	.008	.026	.010	.298	.766
Newspaper	.061	.023	.080	2.628	.009
Magazines	.117	.028	.136	4.235	.000
Out door	.199	.034	.215	5.867	.000

a. Dependent Variable: brand preference

Source: own survey, 2016

Table 4 reveals the result of multiple regression analysis between dependent variable brand preference and independent variables (television, radio, internet, magazine, newspaper, and outdoor) advertising. As shown in the table, the study revealed that all independent variables such as television, radio, newspaper, magazines, and outdoor of advertising media have significant level below 0.05 ($p < 0.05$) except internet advertising having “p” value 0.766 which is greater than 0.05. That means; all advertising media had no equal impact on consumers brand preferences of beer products, since internet advertising did not have significant impact on consumers brand preference of beer products.

Table 5. The result of regression analysis of Source of advertising Coefficients

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.842	.112		7.504	.000
Advertising under taken by trained experts	.198	.032	.243	6.113	.000
Advertising under taken by celebrities	.488	.032	.566	15.096	.000
Peer groups and family influence	.140	.025	.182	5.519	.000

a. Dependent Variable: brand preference

Source: own survey, 2016

Table 5 reveals the result of multiple regression analysis between dependent variable brand preference and independent variables (peer, family, experts and celebrities). As shown in the table, the study revealed that all reference groups have significant level below 0.05 ($p < 0.05$) that means, all of the reference groups have significant impact on consumers brand preferences of beer products.

Table 6 reveals the result of multiple regression analysis between dependent variable brand preference and independent variables (messages of advertisement). As shown in the table, the study revealed that all independent variables have significant level below 0.05 ($p < 0.05$). That means, they have impact on consumers brand preferences of beer products. According to the result all variables of messages of advertisement had equal impact or contribution on consumers brand preference.

Table 6. Result of Regression analysis on characteristics of advertising message

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.056	.113		.495	.621
During advertising using back ground music	.106	.024	.127	4.326	.000
Developing stories and documentaries	.063	.017	.099	3.714	.000
Advertising with quality of the product	.401	.033	.407	12.055	.000
Credibility of advertiser & the company	.085	.021	.110	3.998	.000
Fulfilling both the company and the consumers interest	.185	.023	.233	7.928	.000
Frequency of advertisement	.089	.022	.125	4.013	.000
Advertising tells me which brands have the features I am looking for. (Informative	.082	.020	.109	4.142	.000

a. Dependent Variable: brand preference

Source: Own survey, 2016.

Table 7. Result of regression analysis on celebrity endorsement

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.352	.120		11.240	.000
1 Advertising under taken by celebrities	.709	.027	.820	26.549	.000

a. Dependent Variable: brand preference

Source: own survey, 2016

Table 7 revealed the result of multiple regression analysis between dependent variable brand preference and independent variable celebrities. As shown in the table, the study revealed that advertising undertaken by celebrities has significant level below 0.05 ($p < 0.05$) that means, it has great impact on consumers brand preferences of beer products. According to the result of table 7 celebrities had impact on or contribution on consumers brand preference of beer in the area under study. The research conducted by (Ling, K.C et al., 2010) supported this finding.

5. Conclusion and Recommendation

Advertising is a big marketing weapon to attract customers and stay in customers mind, and also it has significant impact on consumers' beer brand preference. Consumers do recall and rely on advertisements of their brands. This recall helps them in decision making while making a purchase. In addition, Language which are mostly preferred by consumers to get understanding about the brand, are both mother tang and national language. The types of beer brand mostly preferred by consumers are St. George, Meta, and Bedele beer brand respectively. The finding of the study also revealed that consumers are interested to be informed about the quality of the product and its benefit through advertising.

The result indicates that among advertising media, TV advertising has high degree of influence than other media do, because of its sight, sound, and motion effect. In contrary, among advertising media Internet advertising is the least accessible and preferred media due to its less exposure for audiences (consumers) to choose their beer brand type in the area under study.

The result of correlation analysis revealed that all components of advertisement such as, advertising media, source of advertising and characteristics of advertising messages are well correlated with brand preference of beer. The result of regression analysis also shows that variables such as advertising media, source of advertising and characteristics of advertising messages, have significant impact on consumers' beer brand preference. All advertising media except internet advertisement have positive and significant impact on consumers brand preference such as, TV, Radio, Newspaper, Magazine and outdoor advertising but, internet advertising in the area under study has no significant impact on brand preference of beer.

All elements of source of advertising such as celebrity, experts, peer group and family have significant

impact on consumer's brand preference. Moreover, Celebrity endorsement has a positive effect on the perception of the respondents. All elements of messages of advertising do have significant impact on consumers brand preference. The finding of regression analysis also indicates that, the level of income and ages of consumers have significant impact on beer brand preference. In general, advertisement has great impact on consumers brand preference of beer. Besides, to have credibility, and to get target audiences attention during advertising there has to be product-celebrity and audience-celebrity match, otherwise, it might not catch the attention of consumers and the company may not meet its predetermined goal in selling more volume of beer brand and large market share.

With regards to the advertising media, this study revealed that Television is currently the most potent of all media used in advertising a product. In view of this, more consideration should be given to television as a medium of advertising. This may be because Television combines motion, sound, and special visual effects. Companies and businesses have to use both national and mother tang language in order to advertise their products through the most potent media and by credible sources. Business companies' better use celebrities, and experts to advertise their products and to get more sales volume and market share. Since they do have power in get attention of target audiences. They may be actors, athletes, rock stares, or attractive models. . Companies should select the celebrities that have greater credibility and fan following, and quality of the product has to be maintained, price should be reasonable and, this has to be supported by heavy advertising.

Reference

- Adeolu,B., Ayanwale, Taiwo, A., and Matthew, A. (2005). *The influence of Advertising on Consumer brand Preference*. Journal of Social Sciences, 10(1), 9-16.
- Agrawal, k.(2012). *Impact of advertisement on the brand preference of aerated drink* Journal of Marketing & Management Reviews, 2(2), 147-158.
- Arens, Williams, F. (1996). *Contemporary Advertising*.USA: Richard D. Irwin, A. Times Mirror Higher Education Group Inc. Company.
- Belch,G. and Belch,M. (2001). *Advertising and Promotion. An IMC perspective*, (4th ed.). New York :Mc Grawhill, Irwin Publications.
- Belch, G.E.; Belch, M. A. (2003). *Advertising and Promotion: An Integrated Marketing Communications Perspective*, (6th ed. PP. 168). New York: McGraw-Hill, Irwin Publications.
- Belch, G.E. and Belch, M.A. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective*, (8th ed., PP.234). New York: /McGraw-Hill, Irwin Publications.
- Bergh,V., Bruce,G. and Katz, H. (1999). *Advertising Principles: Choice, Challenge, Change*, Lincolnwood: Contemporary Publishing Group, IL: NTC.
- David, W., Cravens et.al. (2009). *Strategic marketing*, McGraw Hill Singapore, (9th ed., pp.381-382).
- Gezachew, E. (2012). *The influence of advertising on consumers brand preference with reference to electronics products*. Unpublished Master's Thesis, university of Hawassa, Hawassa ,Ethiopia.
- Hair,J. F., Bush, R. P., & Ortinau, D. J. (2004). *Marketing research: Within a changing information environment* (2rd ed.). New York: McGraw-Hill.
- Haghirian, P., & Madlberger, M.(2005). *Consumer attitude toward advertising via mobile devices: An empirical investigation among Austrian users*. Paper presented at the European Conference on Information Systems, Regensburg, Germany.
- Iqbal,et al.(2013). *Impact of brand image and advertisement on consumers buying behavior*. World applied science journal 23(1):117-122.Lahore,Pakistan.
- Katke, K. (2007). *The Impact of Television Advertising on Child Health & Family Spending*. International Marketing Conference on Marketing & Society.
- Knox, S. (1997). "The death of brand deference: can brand management stop the rot?", Journal of Product & Brand Management, 6 (1), 49-55.
- Kothari,C.R.(2004). *Research Methodology*, (2nd ed., pp.58-60). Jaipur, India, published by new age international (p) Ltd., publishers.
- Kotler, P., & Pfoertsch, W.(2007). *Being known or being one of many: the need for brand management for business-to-business (B2B) companies*. Journal of Business & Industrial Marketing,
- Kotler, P. and Armstrong G. (2008). *Principles of Marketing*. Prentice Hall, (12th ed.).
- Kotler,P, Keller,K.L & Koshy,A.(2009). *Marketing Management*, (13th ed), Pearson Prentice Hall publication.
- Latif, Abdul and Abideen, Zainu (2011). *Effects of Television Advertising on Children: A Pakistani Perspective*. European Journal of Economics, Finance and Administrative Sciences, Issue, 30, pp. 38-49.
- Ling,K.C.(2010). *The determinants of consumer's attitude towards advertizing*. Vol.6(4) , 114-126.
- MacKenzie,S.B.,& Lutz,R. L.(1989).*An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context*. Journal of Marketing, 53, 48- 65.
- Malhotra,N.K.(2011). *Basic marketing research*. New Jersey: Principal Hale.

- Macrae, C. (1994) .*Brand management*. Journal of Brand Management, 1(5), 289-302.
- Morden, A.R. (1991). *Elements of Marketing*. London: D.P. Publication Ltd.
- Niazi,et al.,(2012). *Effective advertising and its influence on consumer buying behavior*. Information Management and Business Review, 4(3): 114-119.
- Ramaprasad, J. & Thurwanger, M. L.(1998). *South Asian students attitudes toward and beliefs about advertising: Measuring across cultures*. Paper presented at the AEJMC Annual Conference on International Communication Division, Baltimore, MD.
- Recheld,F.F. and Sasser,W.E.(1990).”Zero defections: *Quality cones to services*,” Harvard Business Review, pp 105-11.
- Singh,B.etal. (2012). *Impact of advertisement on the brand preference of aerated drinks*. Journal of social science.
- Thomson, O. Yu Xie, H. & Boggs, D.J. (2006). *Corporate branding versus product branding in emerging markets: A conceptual framework*. Marketing Intelligence & Planning
- Tendon, R. (2011), *Impact of advertising on the brand preference of tea*.
- Tolani (2012). *Principles of advertising*. Journal of social science.
- Yang,J.et al.(2007). *Social reference group influence on purchasing behavior of mobile phone*. Cross national comparative study.
- Vivekananthan, M.V., (2010). *A study on influence of advertisement in consumer brand preference (special reference to soft drink market*, pp. 1-13.